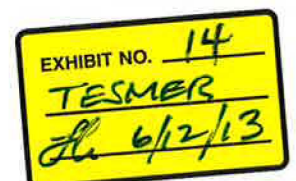
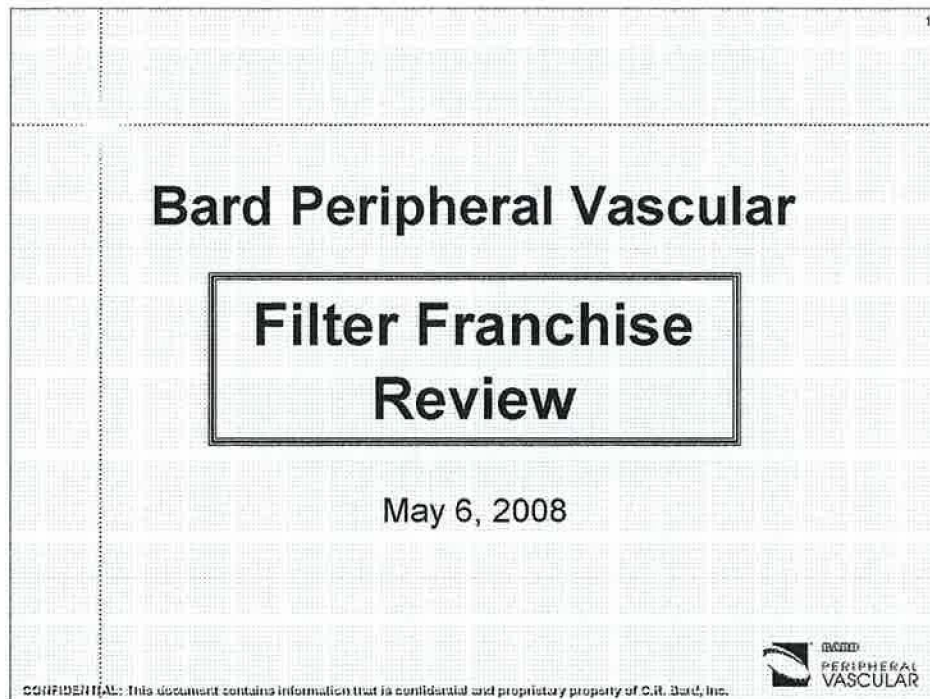
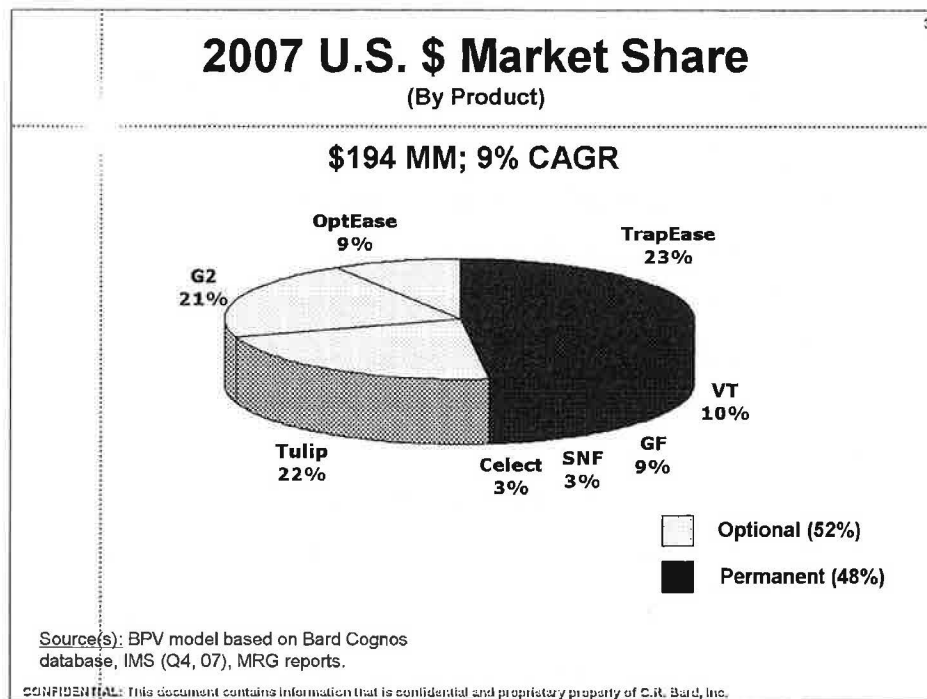


Exhibit D







- Celect estimated to be about 3% of the Cook number
- Does not much news, seems to be more of a LMR. Not even showing up on our internal tracking info from HSI
- OptEase has been at 9% for a while. TrapEase users like idea of retrievable but the filter has not attained broader market acceptance, indwell time is probably one of the bigger reasons

Key Market Trends and Dynamics

- Optional filters continue to grow and are becoming the preferred filter design
- There are several new optional entrants in market (i.e. Rex/Angiotech, ALN, Safeflo, Crux)
- Prophylactic usage expanding
- Recent reimbursement for filter retrievals at ASCs
- No one is pursuing permanent filter technology
- Market interest in IVUS for cost and time savings with bedside placement

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.


- No permanent filters being developed, everything is being designed to be optional
- Field big source of info, Corporate, VP of Reimbursement Dave Parr, coded as foreign body retrieval 37203
 - ASC = Ambulatory Service Center
- New entrants lack of good filter data, filters perceived as last resort, medical community not know answer, anticoag has its own problems


Key Market Trends (cont.)

- But the Optional Market Growth is being hampered:
 - Recent clinical data focuses on complications associated with optional filters
 - There is a perceived risk / benefit tradeoff for marginally indicated patients with the attitude there is no "benign" filter
 - Insufficient implant referral base awareness of possible benefits of optional filters
 - Lack of education opportunities to implant & retrieve
 - Poor tracking in hospitals for follow up retrieval (tracking software value)



CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

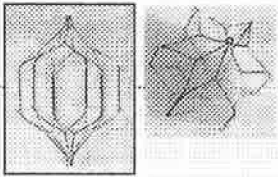
SWOT	
Objective: Increase Revenue and Capture More Market Share	
Internal	Strengths <ul style="list-style-type: none"> • Established presence in market and established product platform • Long term clinical data (EVEREST) available to support prophylaxis indication • Large, well trained sales force with strong understanding of hemodynamics and disease state • Good retrievable filter with potential indefinite indwell time • Strong material expertise • Strong relationship with IRs and VS • Filter thought leader relationships
	Weaknesses <ul style="list-style-type: none"> • Device focused • Lack of thorough understanding dynamics of caval anatomy – impacting testing methods • We have historical reactive/evolution design mindset • Product complications – forcing focus on reactive designing?? • Limited understanding of user needs • Delivery system cost
<small>CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.</small> 	

7	
SWOT (Continued)	
External	Opportunities <ul style="list-style-type: none"> • Physicians would prefer added safety of prophylaxis indication • Interest increasing in bedside deployment with IVUS • Interest increasing with outpatient center retrieval with approved ASC reimbursement • To increase referral base awareness • International untapped market
	Threats <ul style="list-style-type: none"> • Several new entrants to the market (Crux, ALN, Safeflo, Rex) • Perceived risk of device • Trendy to criticize IVC filters in clinical literature • Potential other technologies that could treat TED • Hospitals attitude towards fluoro overexposure • Potential shifting of regulatory requirements to bring a filter to market
<small>CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.</small> 	

8


Cordis

- **Market Leader**
 - 37% Market Share (\$); 36% (units)
- **Product Offering**
 - **TrapEase** (Permanent)
 - **OptEase** (Optional)



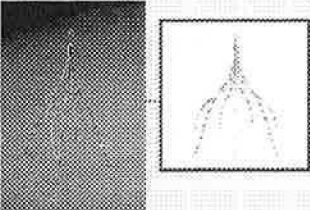
Strengths	Weaknesses
<ul style="list-style-type: none"> • Ease of use • Bi-directional filter • Low Profile • Low price • Retrieval indication (Optease) 	<ul style="list-style-type: none"> • Inverted conical design • Perceived caval thrombosis issues • Lack of support from filter thought leaders • Short window of retrievability

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.



Cook

- Strong Competitor
 - 16% Market Share (\$); 22% (units)
- Product Offering
 - **Select (Optional)** – *retrievable indication with long window of retrievability, but minimum caval diameter limitations*
 - **Günther Tulip (Optional)** – *reputation for low complications, but limited window of retrievability*
 - **Bird's Nest (Permanent)** – *can be placed in larger cavas*

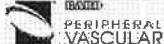


Strengths

- Longevity
- Positive market momentum
- Low price alternatives

Weaknesses

- Both optional filters prone to Tilting
- Weak sales force with larger territories



CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

Other Permanent (BBraun & Boston)

- **BBraun**
 - 13% Market Share (\$); 13% (units)
 - **Vena Tech LP and LGM** (Permanent) – *bidirectional filters, easy to use with low prices and perceived low complication rates, but no dual level filtration and weak sales force*
- **Boston Scientific**
 - 9% Market Share (\$); 10% (units)
 - **Greenfield SS and Ti** (Permanent) – *clinic history and strong sales force supporting ease of use and low price, but no dual level filtration and prone to tilt; larger profile as well with single femoral side delivery*



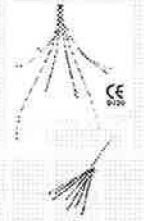

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.




11

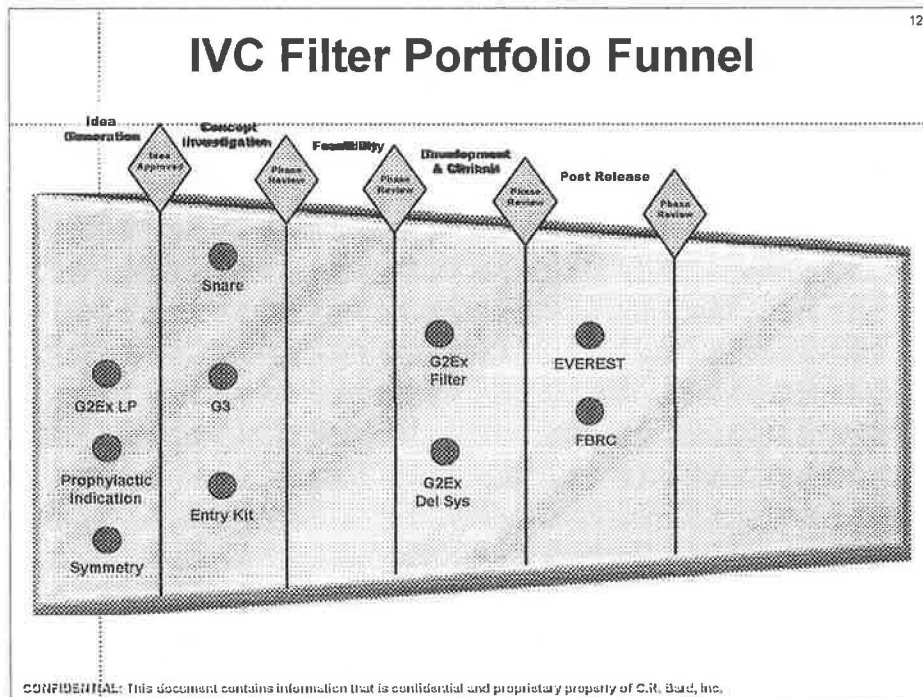
Other New Entrants

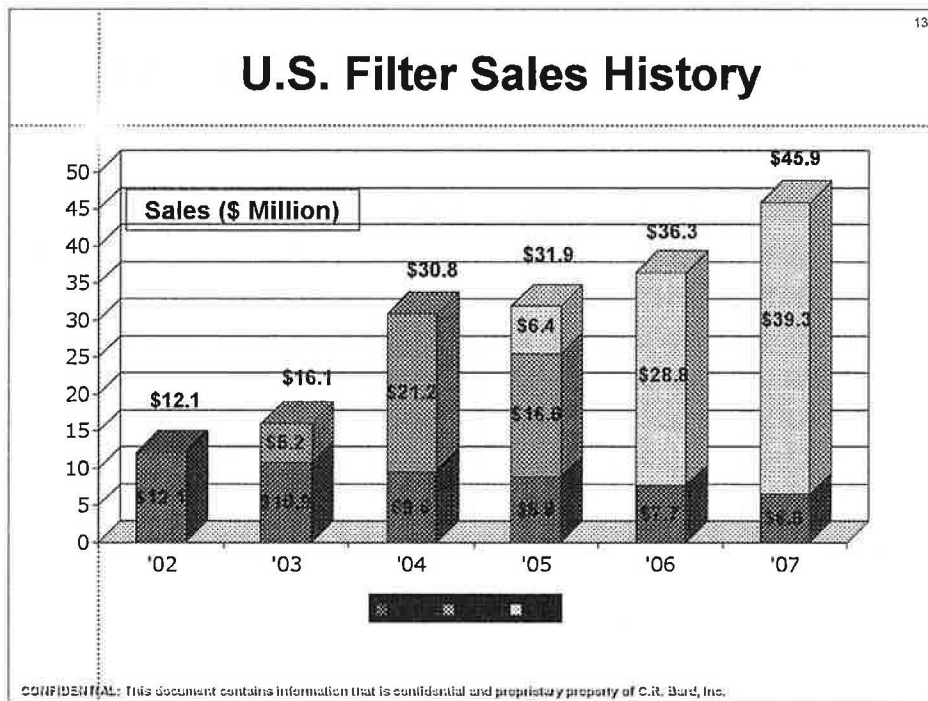
- **Rex Medical (Option Filter)**
 - Low profile and optional, but no real new technology advancements
- **ALN (ALN Filter)**
 - Optional filter marketed by distributor in U.S.; tilting risks
- **Rafael Medical (SafeFlo Filter)**
 - Optional filter
- **BBraun (Convertible Filter)**

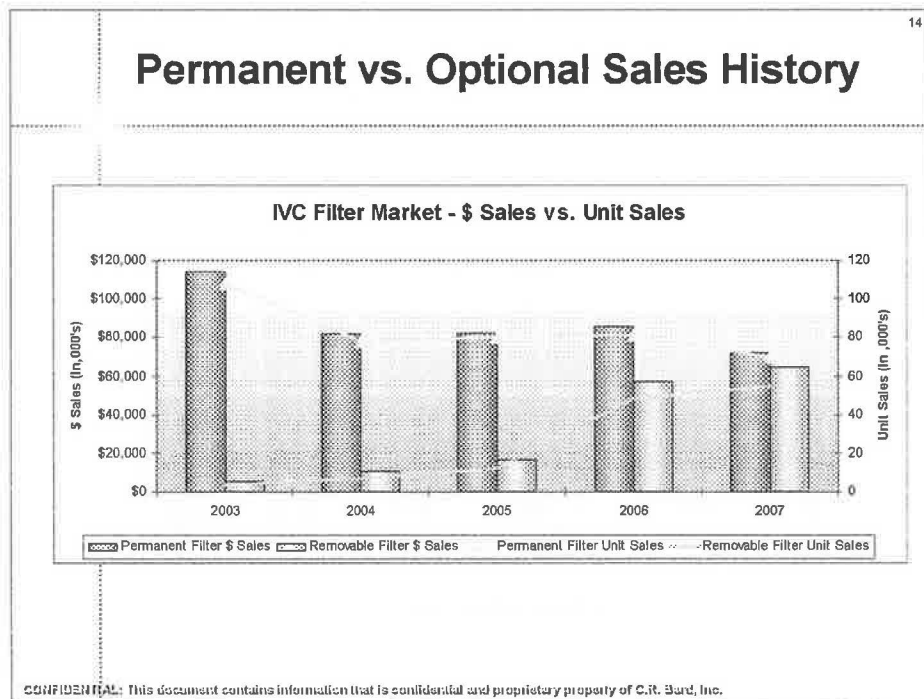


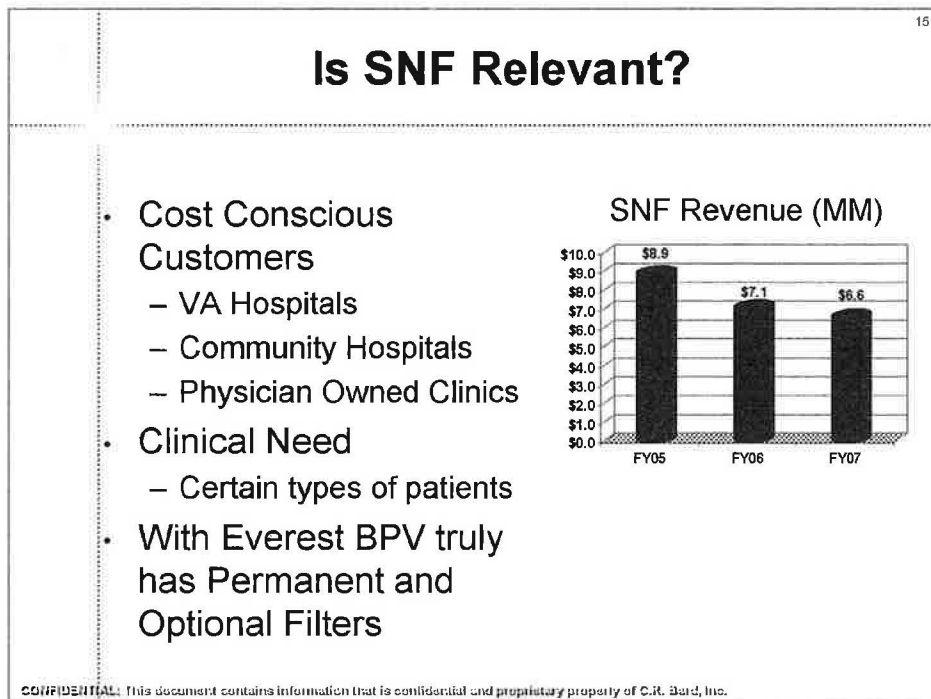


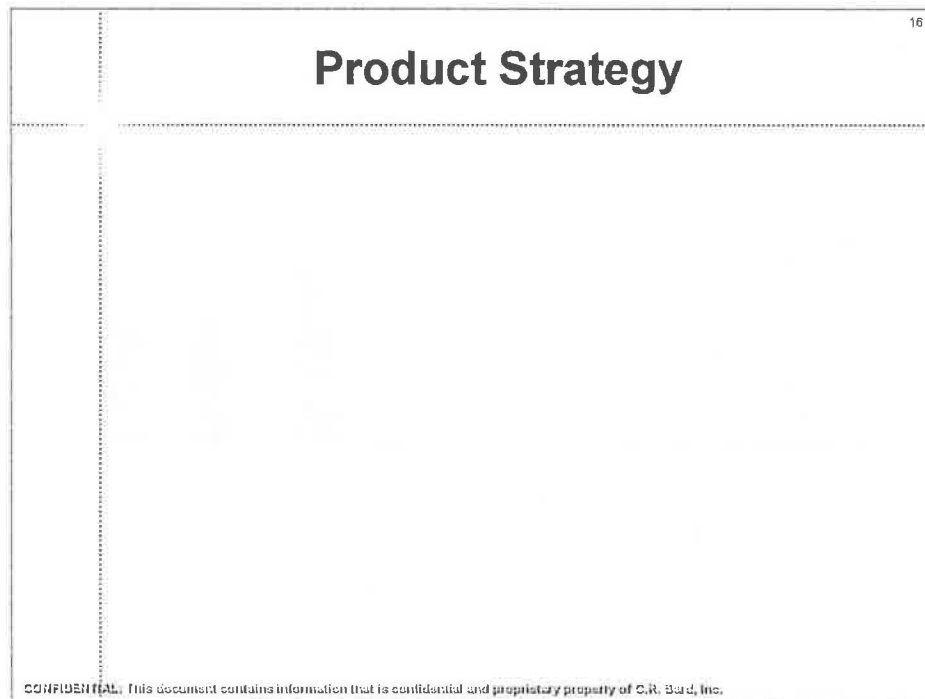
CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.











	<div data-bbox="1247 294 1274 316" data-label="Page-Header">17</div> <div data-bbox="641 320 1031 387" data-label="Section-Header"><h2>Product Strategy</h2></div>

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.



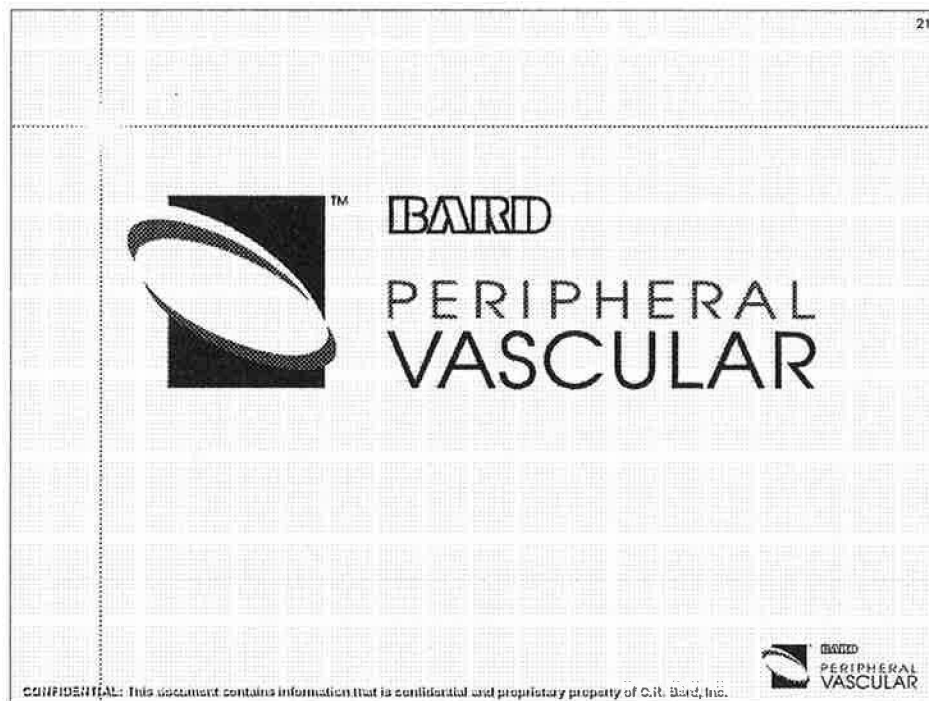
ASP Comparison

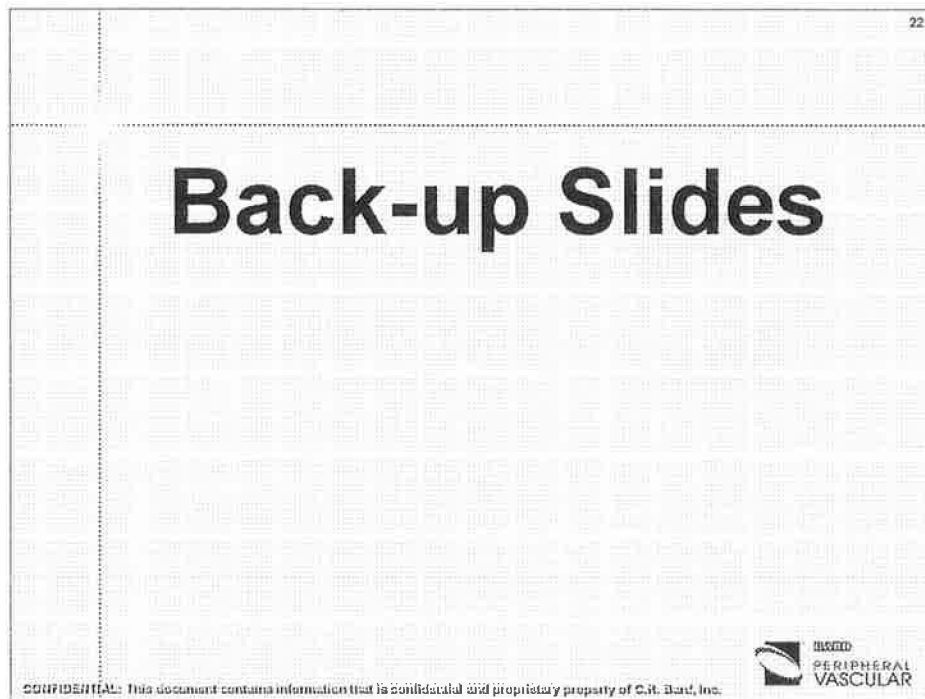
Optional		Permanent	
G2	\$1,270	TrapEase	\$1,135
OptEase	\$1,278	Bird's Nest	\$1,071
Gunther-Tulip	\$956	VenaTech	\$1,061
Celect	N/A	Greenfield	\$940
		Simon Nitinol	\$902
Non-weighted average	\$1,183	Non-weighted average	\$1,022

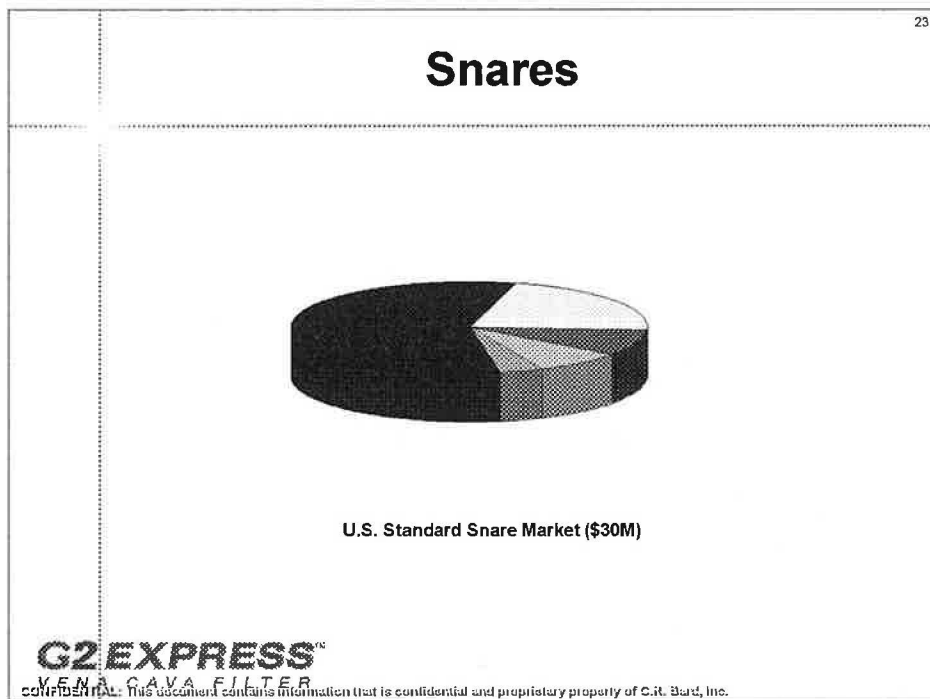
CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

Filter Sales Projections

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.



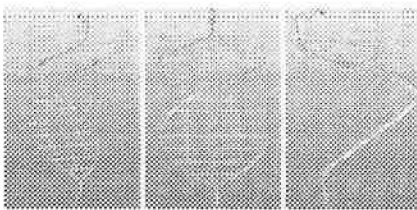




24

Crux Biomedical

- Nitinol Wire with PTFE "Net" Filtering Element
- 7F Retrieval
- Possible Strengths
 - Retrievable from Femoral or Jugular
- Possible Performance Issues
 - Jumps Upon Deployment
 - Potential Excessive Incorporation Leading to Irretrievability
 - Possibility of Caval Occlusion
- U.S. Clinical Trial in Process
 - RETRIEVE I
 - Approved September 2007
 - 12 Institutions Enrolled
 - Endpoints PE Prevention & Retrieval



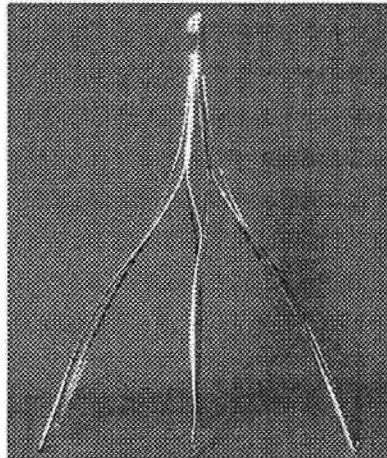
CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

- Heard of downward jump
- Excessive incorporation issues
- Probably be occluder
- Trial is in progress in the US

25

Option* LT (Rex Medical)

- Laser-Cut Nitinol Tube
- Single Level Conical Design
- Angiotech Signed Licensing Deal March 13
- Potential Strengths
 - 5F Profile
- Potential Weaknesses
 - Tilting an Issue
 - Possibility of Guidewire Entrapment
- Performance Similar to that of Gunther-Tulip
- 14 – 107 Day Retrievals OUS
- U.S. Clinical Trial in Process
 - Reports of Tilting
 - Retrieval Issues
 - Reports of 14 - 107 Day Indwell
 - Enrollment Complete Q2 2008
- U.S. Release Late 2008



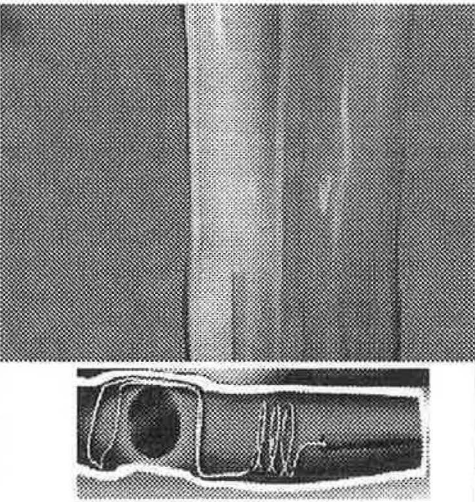
CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

- Something of a threat, low profile
- Gregg Pichler less than 50% success rate 3 weeks
- Made like TrapEase
- Tilting problem
- Venbrooks speaker
- US AIM/VEITH, 20 days mean, 6-175 days, paper at SIR
- Abbott, BSCI, Terumo
- Hooks twist, torquing cava

28

SafeFlo™ Filter – Raphael Medical

- Nitinol Construction
- 7F Retrieval System
- Potential Strengths
 - Low Profile
- Potential Weaknesses
 - User confusion - 3 sizes & 2 retrieval devices)
 - No anchoring mechanism – design depends on radial strength for migration resistance
 - Possibility of caval occlusion
 - Retrieval difficulty
- OUS Studies Demonstrate Retrieval up to 12 Days
- U.S. Clinical Trial in Process at 2 Institutions in New York
- Release Uncertain



CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

- 3 sizes, wrong size chosen, downside of 3 different sized filters, too small embolus, too large perf,
- No fixation just radial force
- Flat filter with wires
- What is issue with flat filter element??? Occlusion.
- Eggbeater retrieval device... Raphael Medical characterize it like a eggbeater
- Heard FDA had issues with trial


List Prices	
OptEase	\$1,695 / \$1,795
Celect	\$1,395 / \$1,300
G2	\$1,395
SS Greenfield	\$1,199
TrapEase	\$1,195 / \$1,295
Gunther-Tulip	\$1,125
Vena Tech LP	\$1,085
Ti Greenfield	\$1,099
Bird's Nest	\$1,049
Simon Nitinol	\$1,035
Vena Tech	\$895 / \$995

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

28

EVEREST Commercialization

- **FDA concurrence Jan 15**
- **Field communication**
 - IFU available 1/18
 - Informational Webcast for Sales - Jan 21
- **Abstract presentation at SIR - Mar 15**



EVEREST

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

29

G2 EXPRESS™ Filter

- **Situation/Problem**
 - **Currently available optional filters are**
 - Easy to retrieve but limited retrieval window
 - Long retrieval window, but difficult to retrieve
- **Implications**
 - **Difficult retrievals lead to**
 - Increased procedure time
 - Failed retrievals
 - Possible adverse events
 - **Filters become permanent**
 - Increased likelihood of DVT long term*

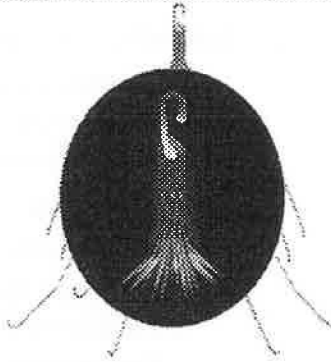
*Decousus, et al, NEJM, Dec 1998
CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

Speak to leveraging new indication to better meet customer needs

30

G2 EXPRESS™ Filter

- **Solution**
 - Add snare tip to the G2® Filter
- **Status/Action Plan**
 - DV & V Phase
 - Submit Special 510(K) - March
 - Introduce at SIR



G2 EXPRESS

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

G2 EXPRESS™ Delivery System

Situation/Problem

- **Currently available optional filters are**
 - **Easy to use but have limited retrieval window**
 - **Long retrieval window, but difficult to use**
 - **Lack patient implant card insert**
 - **Requires non-standard sheath/dilator**
 - **Bleeding at sheath hub**
 - **Require additional catheter & procedure to size vena cava**

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

G2 EXPRESS™ Delivery System

Implications

- **Difficult deployments lead to**
 - **Increased procedure time**
 - **Possible adverse events**
- **Extra time/confusion associated with searching for patient implant card**
- **Additional cost incurred if sheath is used but delivery system is not**

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

G2 EXPRESS™ Delivery System

Solution

- **Optimize delivery systems**
 - **Femoral**
 - Add hemostasis valve
 - Add sidearm port for injection
 - Heat-formed tungsten radiopaque tip
 - **Jugular & Femoral**
 - Add caval sizing capability
- **Provide sheath/dilator kits as end item**
- **Include patient implant card in product package**

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

G2 EXPRESS™ Optimization

Status/Action Plan

- DV & V Phase
- Submit Special 510(K) after G2 EXPRESS™
- Launch at Summer Sales Meeting

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

	<div>35</div> <h2>G3 Filter System</h2> <ul style="list-style-type: none">• Situation/Problem<ul style="list-style-type: none">– Physicians select patients based on risk/benefit tradeoff– Filters can have significant AEs• Implication<ul style="list-style-type: none">– Some patients who could benefit from a filter go unprotected <p><small>CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.</small></p>
--	---

G3 Filter System

- **Solution**
 - **Design filter with minimal complications**
 - Caudal migration resistance
 - Tilt resistance (long-term)
 - Reduced penetrations
 - Fracture resistance
- **Status/Action Plan**
 - **Concept Phase**
 - **12 wk feasibility animal study**
 - unexpected vena cava penetrations
 - **Dual path approach**
 - Understand animal data to improve bench testing models
 - Design modifications

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

Desirable Attributes of an "Ideal" IVC Filter*

- ✓ Non-thrombogenic, infinite implant lifetime performance
- ✓ High filtering efficiency with no impedance of flow
- ✓ MR compatible
- ✓ Low access-site thrombosis
- ✓ Retrievable
- ✓ Ease of percutaneous insertion/retrieval
 - ✓ Small caliber delivery system
 - ✓ Release mechanism simple and controlled
 - ✓ Easy retrieval method
- ✓ Secure fixation within IVC

**Kinney, TB (2003), "Update on IVC Filters," JVIR, 14 (April), 425 – 440.*

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

38

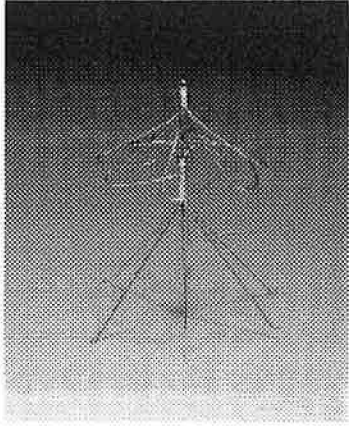
Filter NPD Update

Program Update	September Plan	March Plan
EVEREST	Q1/Q2 '08	Jan '08
G2 Express	Q2 '08	Q2 '08
G2 Express Filter	Q2 '08	4/15/08
G2EX Delivery System	Q2 '08	Q2 '08
G3 Filter	H1 2010	TBD

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.

39

Simon Nitinol Filter



- First Nitinol Vascular Implant
- First Bi-Level Filter
- First Low-Profile 7F ID Delivery System
 - Indicated for R/L Femoral, Jugular, Subclavian and Antecubital Access
- Released in 1990 with Over 17 Years of Proven Efficacy
- Implanted in over 150,000 patients

CONFIDENTIAL: This document contains information that is confidential and proprietary property of C.R. Bard, Inc.